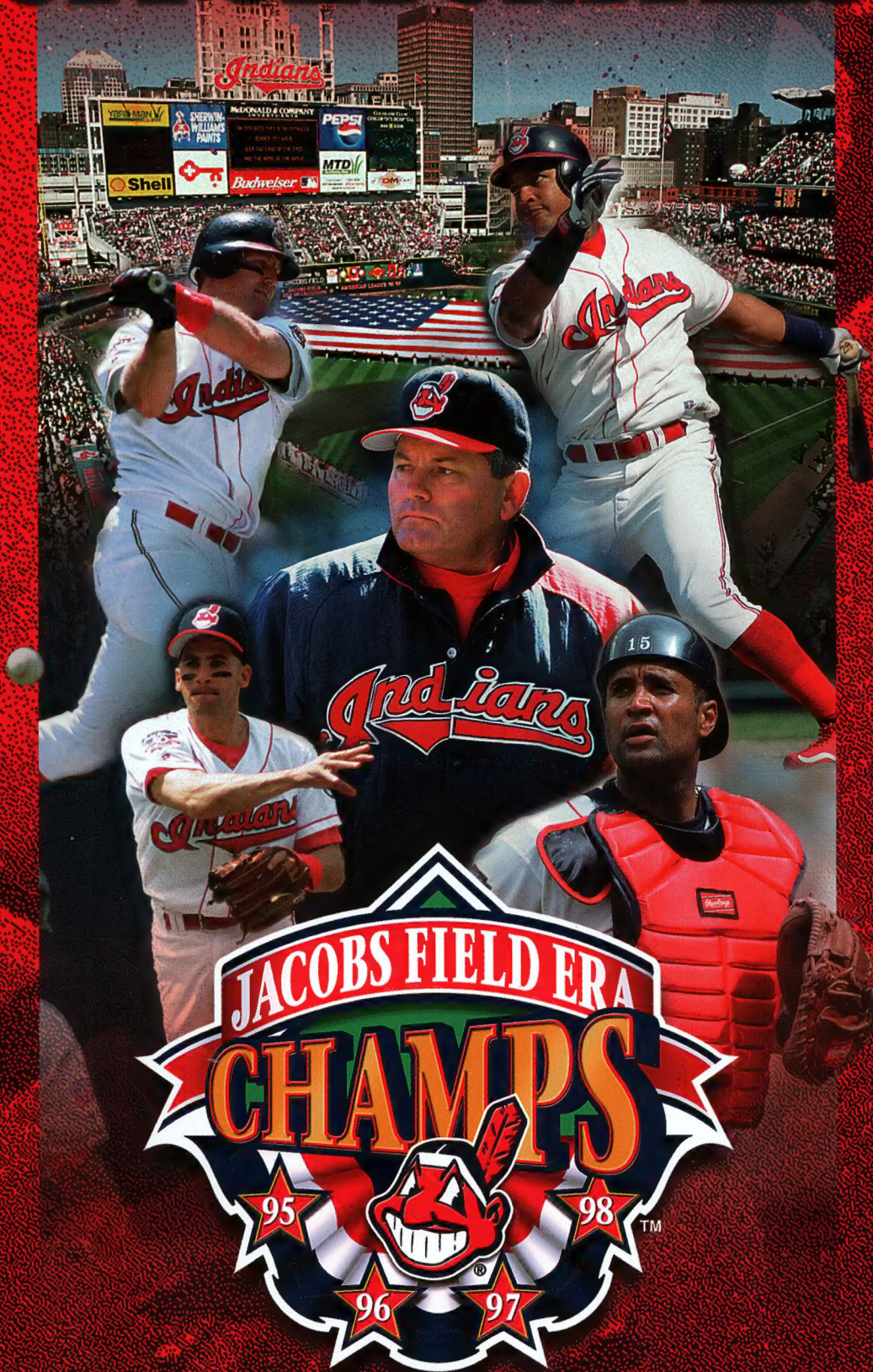


CLEVELAND INDIANS CORPORATE MARKETING OPPORTUNITIES



The Jacobs Field Era



All photos: Gregory Drezdzon



of Indians Baseball

The Cleveland Indians are currently in the midst of a golden era of baseball — the Jacobs Field Era. In 1998, the Indians won their fourth consecutive American League Central

Division title . . . becoming only the third team in Major League Baseball to do so in the last 30 years.

In addition to four consecutive Division titles, the Indians captured American League pennants in 1995 and 1997, making their first World Series appearances since 1954.

The team's wild success on-field has been paralleled by incredible support from the Indians 10th Man — their loyal fan base. In 1998, the team broke the franchise record for single season attendance for the fourth consecutive year! It was also the third consecutive year topping the three million fan mark.

Those numbers don't tell the whole story, however. The Tribe currently owns the consecutive sellout record — 292 games and climbing. The Indians have completely sold out the last three seasons prior to Opening Day — no other Major League Baseball team has done this once!

The Indians want to give you the opportunity to share in our success, to tap into a large, growing, and extremely loyal fan base. Position your organization with the most dynamic sports organization in the region. The Cleveland Indians deliver! For more personalized attention, contact the Indians Corporate Marketing & Sales Department at (216) 420-4200.

Jacobs Field Era

HIGHLIGHTS

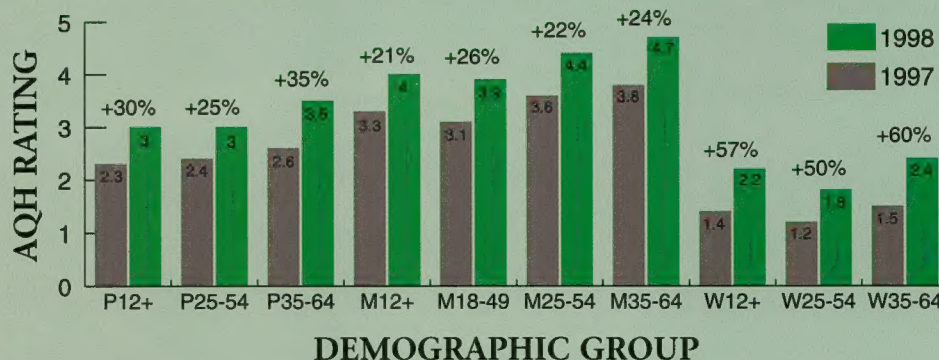
- ◆ Jacobs Field opened in April, 1994
- ◆ In 1995 and 1997, Indians make first World Series appearances since 1954
- ◆ 92% of games at Jacobs Field have been sold out since 1994
- ◆ The Indians currently hold the MLB record for consecutive sellouts (292 and climbing)
- ◆ Hosted the 1997 Major League Baseball All-Star Game
- ◆ Indians have ranked #1 or #2 in licensed merchandise retail sales among all Major League teams since 1995

INDIANS RADIO OPPORTUNITIES:

- ◆ :30 and :60 network and local units pre-game, in-game, and post-game
- ◆ Live features and live or taped billboards
- ◆ Daily Drive Time features
- ◆ Weekly "Tribe Talk" Magazine Show

NEW IN '99 ◆ Hispanic Radio Broadcast Network

GROWTH OF INDIANS RADIO RATINGS



DEMOGRAPHIC GROUP

Radio listenership for Indians baseball has been at an all-time high for the last several years. Indians radio provides a powerful advertising presence from March through October.

The broadcast team of Tom Hamilton, Mike Hegan, and Dave Nelson bring all the action on flagship station WTAM News Radio 1100AM. The 50,000 watt clear channel station enters its second season as the radio home of the Indians. In addition, the Indians have over 35 radio network affiliates covering all of Northern Ohio, from Toledo to Columbus to Youngstown and Erie, PA.

RADIO

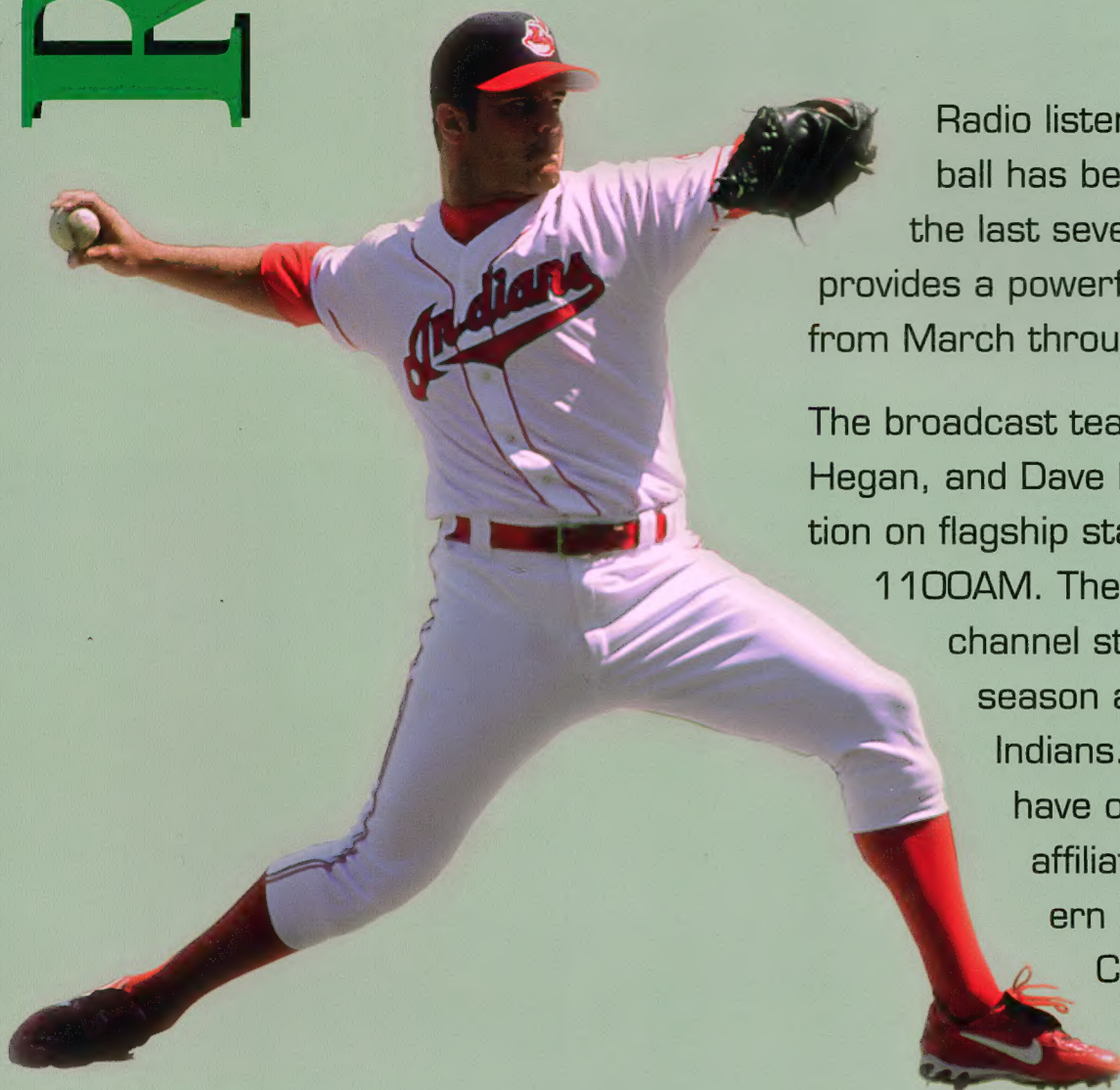


Photo: Gregory Drezdson

SIGNAGE

Our packages offer advertisers many dynamic opportunities, and our sold-out crowds provide high impression totals. Signage is available as an element of an integrated marketing sponsorship. Advertisers benefit from record-breaking attendance figures and potential television exposure.

INDIANS SIGNAGE OPPORTUNITIES:

- ◆ Main Scoreboard Permanent and Tri-Vision
- ◆ Outfield Wall and Out-of-Town Scoreboard
- ◆ Auxiliary Facia Panels

NEW IN '99 ◆ Pitch-Speed Facia Panels

- ◆ 1st and 3rd Base Field Level Panels

NEW IN '99 ◆ Home Plate Rotational Signs

- ◆ Concourse Directionals and Murals

McDONALD & COMPANY INVESTMENTS

INDIANS		20 KEVIN SEITZER		DH	
9 JACKSON	SS	AUG	HR	AB1	R
20 SEITZER	DH	323	13	76	83
25 THOME	3B				
3 BELLE	LF				
23 FRANCO	1B	3RD	STRUCK OUT SHINGING		
24 RAHIREZ	RF	4TH	FLIED TO CENTER		
12 KENT	CF		BALLS	STRIKES	OUTS
45 THOMPSON	C		2	0	0
17 PENA	P				
27 GRANGER					

ROYALS: 1 2 3 4 5 6 7 8 9 10 11
INDIANS: 0 1 0 0 0 0 0 0 0 0 1

MTD For A Growing World.
Cub Cadet YARD-MAN
MTD YARD MACHINES MTD AUTOMOTIVE
WHITE OUTDOOR

Continental Airlines

SONY

20 SEITZER

KeyBank

Sherwin-Williams

Shell

Budweiser

McDonald's Bring The Whole Tribe

Pepsi

Ford QUALITY IS JOB 1. FORD • FORD TRUCKS • LINCOLN • MERCURY

Revco DRUG STORES

OHIO LOTTERY

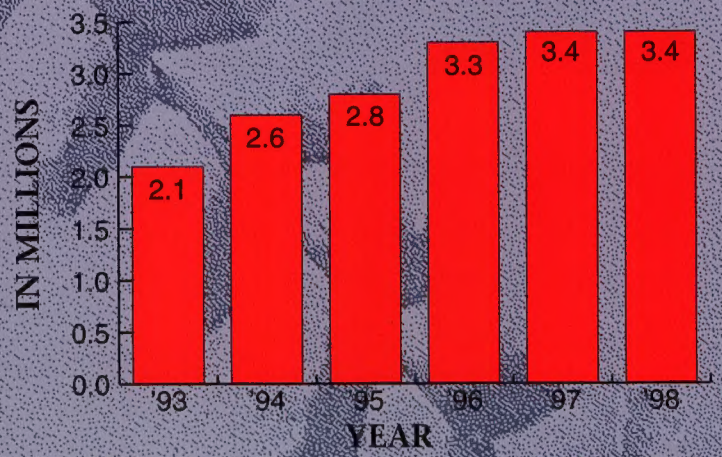
Twins CHISOX

Los Angeles

STL CIN P 0 42 COL SFO 21 NYN PHI 30
21 CIN P 0 42 COL SFO 21 NYN PHI 30
21 CIN P 0 42 COL SFO 21 NYN PHI 30



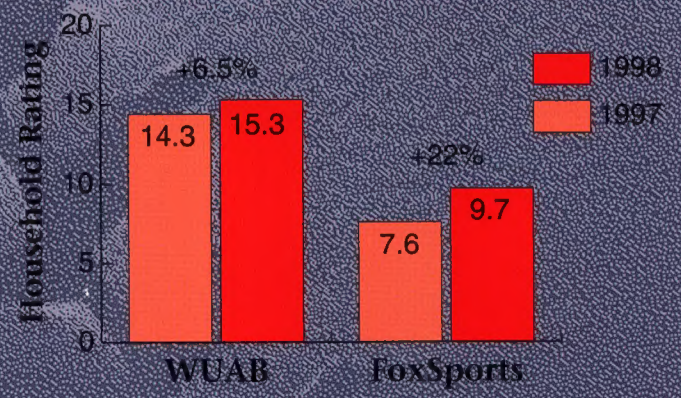
ATTENDANCE AT JACOBS FIELD



HIT YOUR TARGET!



INDIANS TV RATINGS



SIGNAGE



INDIANS PROMOTIONS ARE TRAFFIC BUILDERS INDIANS
TRAFFIC BUILDERS INDIANS PROMOTIONS ARE TRAFFIC BUILDERS
INDIANS PROMOTIONS ARE TRAFFIC BUILDERS INDIANS
TRAFFIC BUILDERS INDIANS PROMOTIONS ARE TRAFFIC BUILDERS

The Indians offer many team promotional opportunities that give sponsors a chance to make a lasting impression on fans both in the park and at retail, as well as many traffic driving vehicles. Take advantage of the strength of the Indians and Jacobs Field marks.



INDIANS PROMOTIONAL OPPORTUNITIES:

- ◆ In-Park Continuity Programs for full-season presence
- ◆ In-Park giveaway days and events
- ◆ Retail sweepstakes
 - ◆ Retail licensed product distribution
 - ◆ Team mascot and player appearances

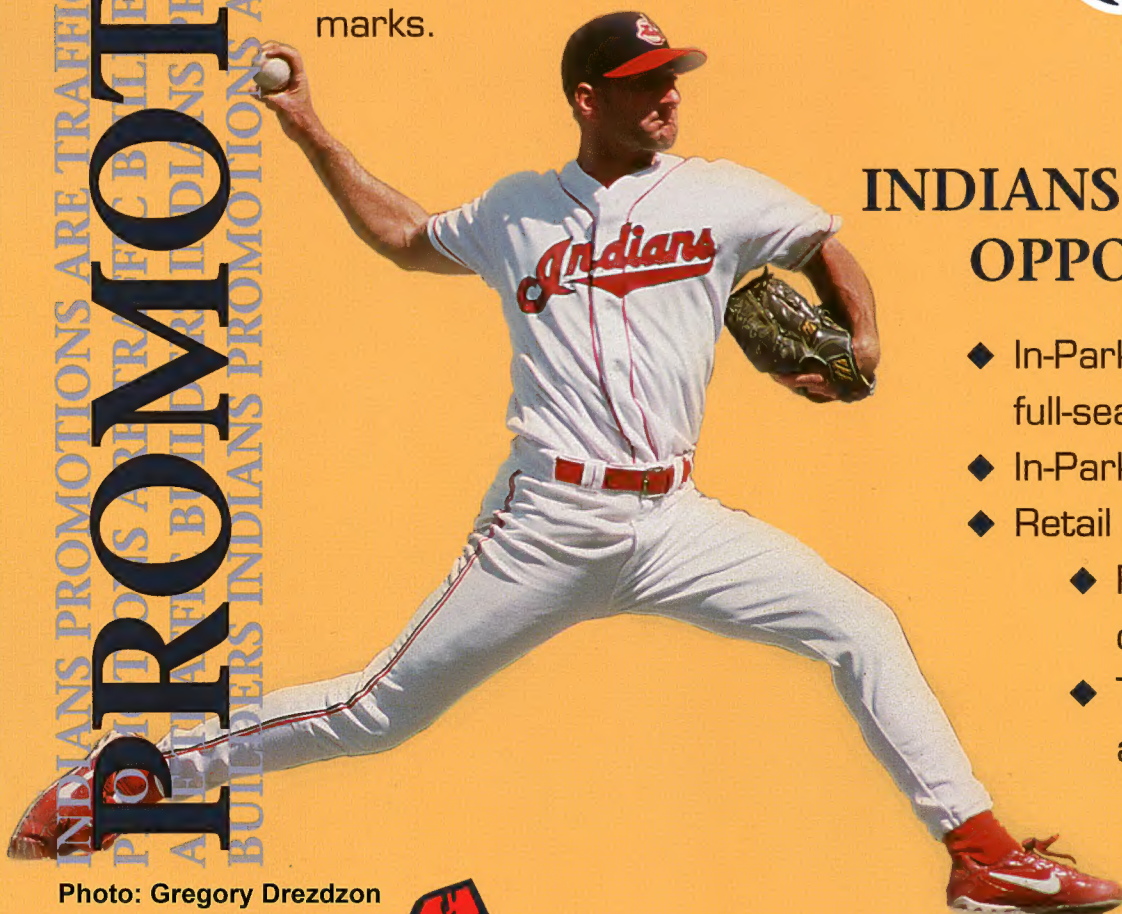
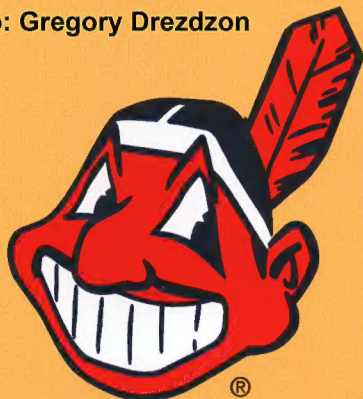


Photo: Gregory Drezdson



CLEVELAND
Indians™

PRINT

GAME FACE TRIBE TALK Y
MEDIA GUIDE POCKET SC
TICKET BACKS GAME FACE TRIB
YEARBOOK MEDIA GUIDE

The Indians offer a variety of print opportunities that can stand on their own or complement an integrated sponsorship package.

INDIANS PRINT OPPORTUNITIES

- ◆ GAME FACE Magazine day-of-game program
- ◆ Annual commemorative Team Yearbook
- ◆ Official Indians Pocket Schedules
- ◆ TRIBE TALK Quarterly Newsletter
- ◆ Ticket Backs
- ◆ Media Guide
- ◆ Ancillary Team Brochures

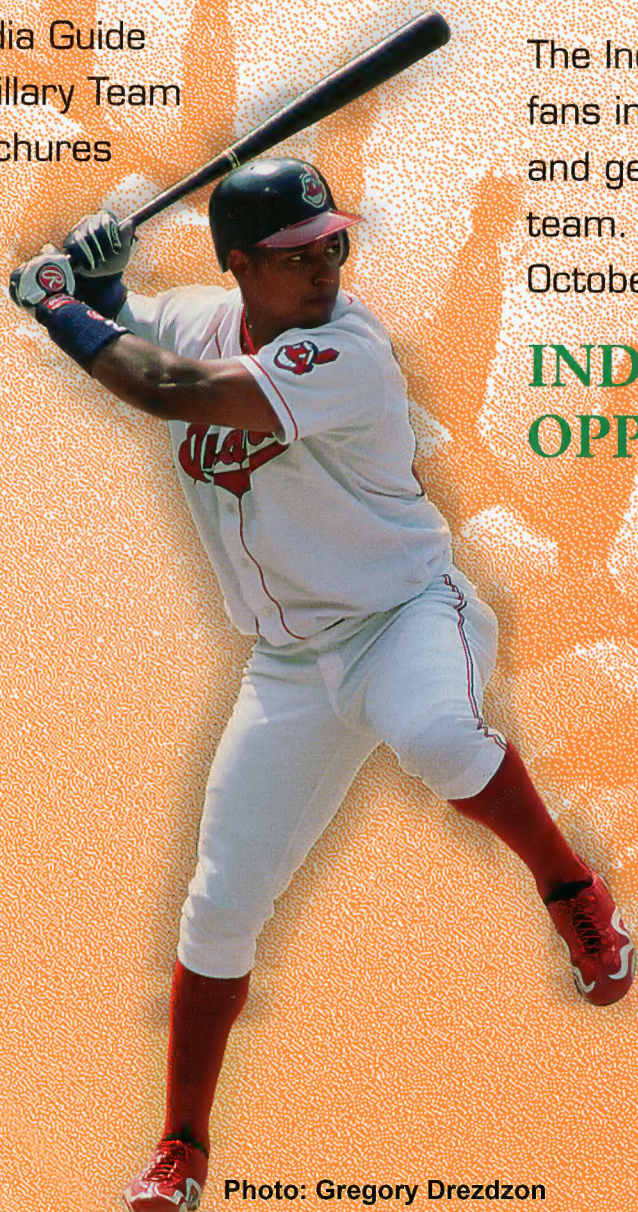


Photo: Gregory Drezdzon

UNBEATABLE EXPOSURE



INTERNET

NEW MEDIA OPPORTUNITY NEW MEDIA O
MEDIA OPPORTUNITY NEW MEDIA O
NEW MEDIA OPPORTUNITY NEW MEDIA O
NEW MEDIA OPPORTUNITY NEW MEDIA O

The Indians Web Site has been a popular vehicle for fans in Cleveland and around the world to explore and get all the latest information on their favorite team. During the 1998 season alone (April — October), the Indians registered 33.9 million hits!

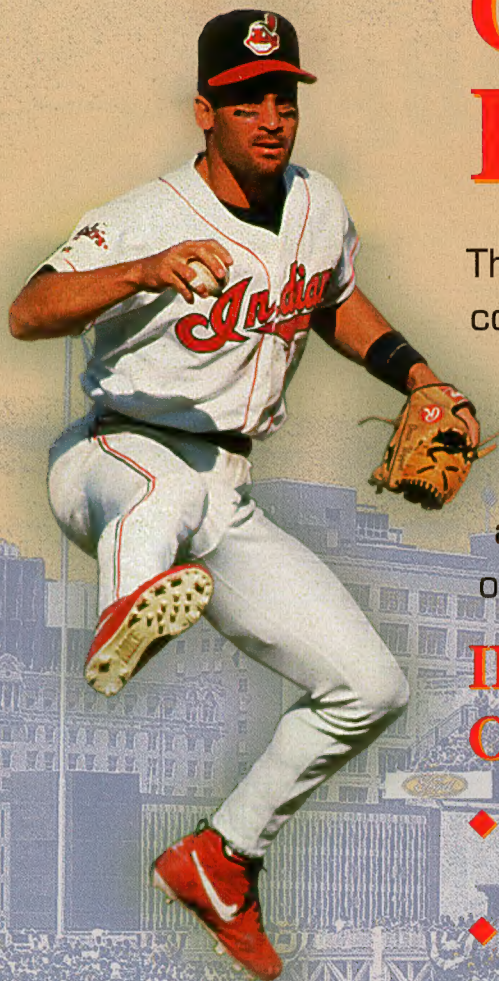
INDIANS INTERNET OPPORTUNITIES:

- ◆ Logo identification on sections of the Indians web site
- ◆ Ability to link to advertisers' web sites
- ◆ Banner ads that rotate throughout the Indians web site
- ◆ Opportunity to create a customized sponsor page

NEW IN '99!

- ◆ Banner and section advertising on IndiansXtra subscriber site

COMMUNITY RELATIONS



The Indians can help you make a Major League impact in the community through sponsorship or participation in any of the team's Cleveland Indians Charities or Community Relations programs. Your support of one of these programs can help boost your business presence and image in the community and raise funds for youth education and recreation throughout Northeast Ohio.

INDIANS COMMUNITY RELATIONS OPPORTUNITIES:

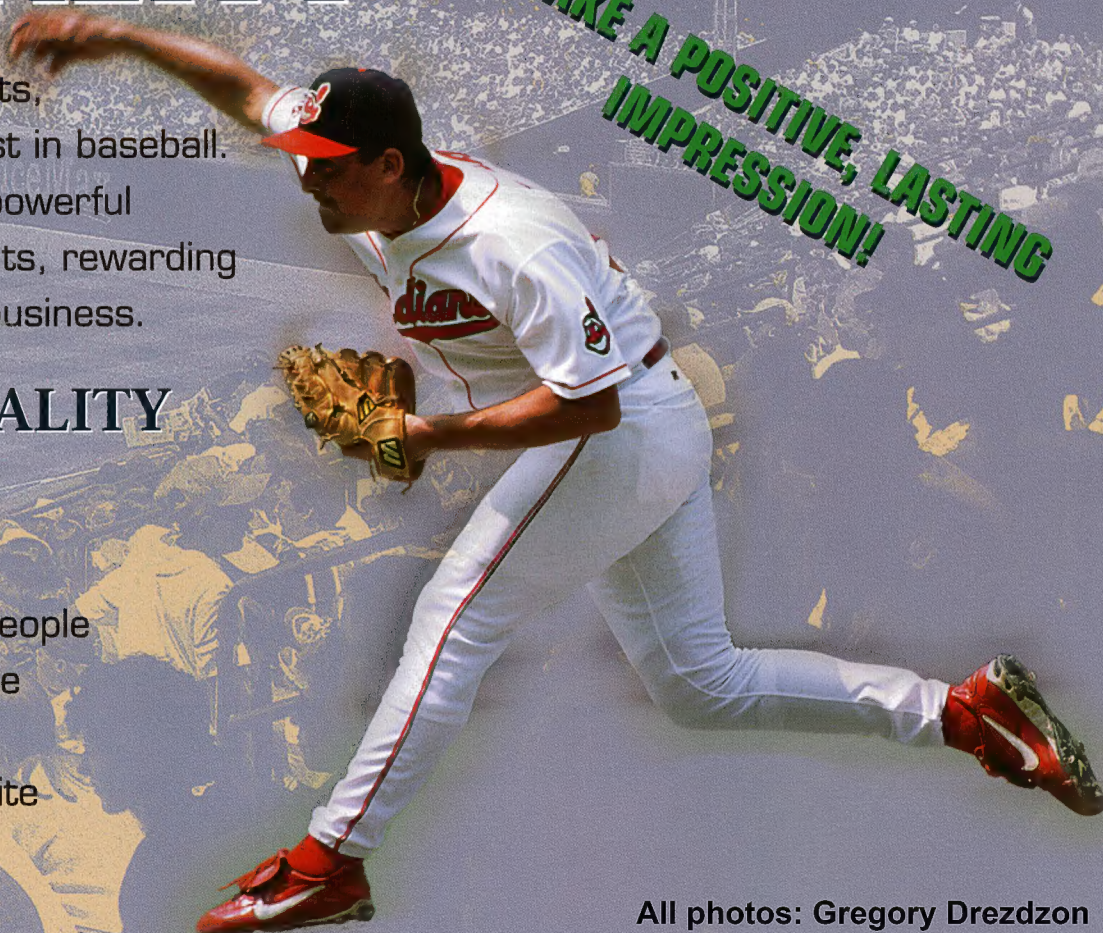
- ◆ Cleveland Indians Charities Golf Classic, Corporate Hitting Challenge, and Picnic Under the Stars at Jacobs Field
- ◆ Youth oriented baseball programs (R.B.I., Rookie League, daily and weekly camps/clinics)
- ◆ Charitable ticket programs

HOSPITALITY

With 292 consecutive sellouts, Indians tickets are the hottest in baseball. Jacobs Field hospitality is a powerful method for entertaining clients, rewarding employees, or encouraging business.

INDIANS HOSPITALITY OPPORTUNITIES:

- ◆ Season Tickets
- ◆ Party Suite for up to 40 people
- ◆ Group tickets and pregame Picnic Tickets
- ◆ Home Plate Field Level Suite



MAKE A POSITIVE, LASTING IMPRESSION!